

**ALAMEDA GOLF COMMISSION  
MINUTES OF REGULAR MEETING**

**Wednesday, August 18, 2010**

**1 CALL TO ORDER**

Chair Jane Sullwold called the regular meeting to order at 6:32 p.m. at the Chuck Corica Golf Complex, Ladies Lounge, 1 Clubhouse Memorial Road, Alameda, CA 94502

**1-A ROLL CALL**

**Present:** Chair Jane Sullwold, Commissioner Ray Gaul, Vice Chair Bill Schmitz, and Commissioner Betsy Gammell

**Absent:** Commissioner Jeff Wood

**Staff:** John Vest, General Manager

**Also Present:** None

**1-B APPROVAL OF MINUTES**

The Minutes of July 21, 2010 were approved unanimously

**1-C ADOPTION OF AGENDA**

The Commission unanimously adopted the agenda.

**2 ORAL COMMUNICATIONS**

None

**3 COMMISSION COMMUNICATIONS**

Chair Sullwold stated that she had invited Recreation and Parks Director Dale Lillard and/or Interim City Manager Ann Marie Gallant attend tonight's meeting to answer questions about the fiscal year 2010/2011 budget for the Golf Complex, but both were unavailable. Ann Marie said that she would attend the September Golf Commission meeting.

## **4 AGENDA ITEMS**

### **4-A Status Report on Long Term Lease and Mif Albright Negotiations including Golf Commission recommendations**

Chair Sullwold said she had been advised that face-to-face negotiations between the City and KemperSports will finally commence at the end of August, five and one-half months after City Council gave direction to do so.

### **4-B Update on Golf Complex Finances**

Chair Sullwold stated that rounds and revenues on all three courses increased in July compared to June. Compared to July 2009, Fry rounds were lower but revenues were similar; Clark rounds were similar, but revenue was lower; and on the Mif Albright course, both rounds and revenues were lower.

The City's financial reports that were supplied to the Golf Commission in July showed that the Enterprise fund balance as of June 30, 2010, was \$937,961.26. The reports produced this month, however, showed that, as of July 1, 2010, the fund balance was \$813,878.38, a difference of nearly \$125,000 in one day. This is one of the anomalies that the Golf Commission hopes will be explained by Ms. Gallant at the September meeting. Chair Sullwold pointed out some other issues, including the fact that the budget for the past fiscal year that ended June 30, 2009, is completely different in the two sets of financial reports provided to the Golf Commission in July and August.

### **4-C Presentation on 2010/2011 Budget**

Joe Van Winkle stated that the 2010/2011 budget was listed on the City Council agenda for July 27, 2010, under the City Manager's Report. It is not clear whether Council approved the budget because the minutes of that meeting are not yet available. The budget that was presented to the City Council is different from the one that is included in the City's financial reports to the Golf Commission for this meeting. Chair Sullwold stated that both budgets appear to reflect an increase in revenue on both the Fry and Clark courses, but they project a substantial decrease in revenue on the Mif with no explanation. Both budgets also show an increase in services compared to the previous fiscal year, with no explanation. Both also show payments to the City of \$202,220 for payment in lieu of taxes but nothing for return on investments. The budget that was presented to the Council show payments of \$105,000 for surcharge, and the budget that was attached to the Golf Commission agenda shows \$171,960 for surcharge. Both budgets show transfers to funds other than the General Fund in the amount of \$159,130. The budget that the Council received described these funds as Island City Maint 84-2 Zone 5 (\$13,120), Capital Improvement Administration (\$15,000), and Deck FVC 2008 Refinance Project COP (\$131,010). It is not clear what these items represent. All of these issues will be addressed next month.

## **5 ORAL REPORTS**

### **5-A Golf Shop and Driving Range activities report by John Vest**

John Vest stated that the cart barn was broken into on Thursday night. Seven carts were taken out of the barn. All but two carts have been repaired and are back up and running. One cart is missing from the property. The police were notified and a report has been filed. The fence that the vandals got in through has been repaired. Over 200 tournament rounds were played last Saturday. John praised Mike Winkenbach for generating over \$42,000 in tournament round revenue recently. Kemper has been aggressive in negotiating with league play representatives, letting them know they could work with them in regards to green fees, which could generate over \$30,000 over 800 rounds through the end of the year. A lot of the dead stock merchandise has been sold at discounted prices. Promotional rates are being loaded into Golf Now. An electrician is coming out to see if both cart barns can be turned on at the same time, to hopefully alleviate any future problems with the carts not being charged.

### **5-B Golf Complex Maintenance activities report by John Vest**

John Vest stated that a Toro rough mowing unit has been ordered and should be here in about four weeks. We continue, however, to spend about \$7,000 on equipment repairs. Matt Wisely is still looking to replace the mechanic.

### **5-C Beautification Program and Junior Golf Club by Mrs. Norma Arnerich**

The Junior Golf Club had their final Wednesday tournament last week. A tournament will be held on August 28 on the Mif Albright Course to introduce new juniors to the game. The Jack Clark Invitational tournament will be held on September 20.

### **5-D Golf Complex Restaurant Report, Jim's on the Course**

None

## **6. COMMISSIONERS' REPORTS**

### **6-A Marketing and Promotions, Commissioner Gammell**

Commissioner Gammell shared the Summer Specials. On Tuesdays, the special includes \$25.00 green fees with cart between 10:00 AM and 2:00 PM; Wacky Wednesdays for seniors is \$30.00 which includes green fees, power cart and range balls (must be 52 or older to qualify for this rate); and Early Bird Fridays includes green fees and power carts for \$30.00 (valid before 9:00 AM on Fridays in August). John Vest also stated that a Tech Van will be here next Friday. The \$25.00 Tuesday special generated an extra \$4,000 in revenue.

**6-B Maintenance, Buildings, Security, Albright Course and Driving Range,  
Secretary Wood**

None

**7. ORAL COMMUNICATIONS, NON-AGENDA (Public Comment)**

Joe Van Winkle asked whether there is a management report on the results of the about the golfer surveys that have been conducted recently. John Vest stated that a report has recently been forwarded to Dale Lillard and Ann Marie Gallant; John will investigate whether a copy can be provided to Joe. Joe also asked about whether a management report has been generated from the point-of-sale system regarding the amounts of resident versus non-resident play. John said that no such report is created on a regular basis, but that he would determine what would be involved in generating that type of report. John advised that new promotions are being coded differently so they can be tracked on a better basis, and email addresses are being captured for future promotions.

**8. OLD BUSINESS**

None

**9. WRITTEN COMMUNICATIONS**

Included in the Commission packet was a memorandum to the Finance Department showing a surcharge payment for July 2010 of \$11,392. The year-to-date total to the General Fund is \$11,392 for FY 2010/2011.

**10. ITEMS FOR NEXT MEETING'S AGENDA**

- Status Report on Long Term Lease and Mif Albright Negotiations including Golf Commission Recommendations
- Presentation on 2010-2011 Fiscal Year Budget
- Update on Golf Complex Finances

**11. ANNOUNCEMENTS/ADJOURNMENT**

The meeting was adjourned at 7:28 p.m.

The agenda for the meeting was posted 72 hours in advance in accordance with the Brown Act.